



CUSTOMER DELIGHT

Deliver To:

Volume 2, Issue 2

<http://cityweb/cd>

February 2009

Enjoying the 'Mission' Leads to Customer Service

Rhonda Johnson is Making a Difference

It's 7:00 a.m. on a cold winter morning and while the coffee may be brewing in your home as you read the newspaper, walk the dog, or jump in the shower, the folks in Public Works are already warming up their trucks to get to the business of cleaning up Hampton. As city workers we all serve Hampton citizens, but not all of us work so closely and provide a service so essential to Hampton citizens as trash pick-up.

"Everyone watches the pick-up," said knuckle boom driver/operator Rhonda Johnson as she adjusts her pretty pink hat and smiles. Rhonda isn't exactly what you'd expect when you think of a person operating a massive truck with a huge claw that picks up yucky stuff like old toilets, broken boxes, and dirty tree limbs.

She began our journey in the truck by apologizing because the truck wasn't clean.

"I can't stand a dirty truck," she said.

A comment that seemed somewhat ironic at first, but less surprising as she put on her lip gloss and was nothing short of adorable while operating the massive claw on the knuckle boom truck with perfect precision. She had nothing but nice things to say about her coworkers and her job here at the city.

"This is a wonderful place to work and everyone is so supportive - we are a team and I love that," said Rhonda.

She emphasized over and over the importance of team work and as we moved from house to house members of the team were chatting back and forth on the



radio checking on each other, asking to see if anyone needed help on their route, and offering encouragement and support of each other.

It was amazing to see such team effort, it was like they were on a mission together... a mission to clean Hampton!

As a Hampton resident herself, Rhonda mentioned her Hampton pride many times. She went out of her way to pick up extra bits of trash that fell after the claw had made a pick-up.

It really mattered to her that every piece was collected and the curb looked clean.

"A little extra effort means a lot," she said. And the citizens respond to her dedicated service. She has fans that bring her drinks, kids that wave, and people looking... watching that big claw crush the debris.

Sometimes the best customer service is loving what you do and taking pride in accomplishing your mission... and it doesn't hurt to have a really cool truck with a claw to do it in!

Customer LOVE Can Lead to Great Service!

Check out these ten simple phrases (altered a little for professional relevance to city jobs) from "Customer Love - Great Stories about Great Service" by Mac Anderson:

10 Most Important Words: "I apologize for our mistake. Let me make it right."

When something goes wrong, most people just want to be heard and acknowledged. So listen, apologize, and work to make it right.

9 Most Important Words: "Thank you for your business. Please come back again."

Let your customers know that you value their time and effort to make contact with your office.



Take Aways

- Rhonda Johnson is Making a Difference
- Enter the Higher Purpose Contest
- Find Out What a "Johnny" is
- How to Avoid a "Ground Hog Day" Job
- Reengineering 101

8 Most Important Words: "I'm not sure, but I will find out."

It's o.k. if you don't know the answer! But it's not o.k. to make the customer search for it - that's your job.

7 Most Important Words: "What else can I do for you?"

Many of our customers have problems/issues that cross departments. Be ready to help and go the extra mile.

6 Most Important Words: "What is most convenient for you?"

Your customer will be pleasantly surprised that you value their time.

Check out the TOP 5 online at <http://cityweb/cd>!

December Delightful Dollars Winners

- Beth Haines - Parks
- Hunter Handle - Parks
- Rick Stanley - PW Wastewater
- William Fuller - PW Wastewater
- Christopher Reddy - PW Wastewater
- John Tinger - PW Wastewater
- Leroy Wilson - PW Wastewater
- Keith Thomas - PW Traffic
- Carol Evans - Procurement

New Year's Resolution Contest Winner
Sharon Bass, Codes & Land Development

Enter Today and Win a Day! Submit Your Higher Purpose



Here's how to win: Send a short statement (50 words or less) about your job's "Higher Purpose" to

customerdelight@hampton.gov and you will be put in a drawing for a free vacation day. What do we mean by your Higher Purpose? It's thinking beyond the surface of what you do to see how your job REALLY matters. Want to see what your fellow employees say about their higher purpose? Go to <http://cityweb.city.hampton.local/cd/>, click on "What is YOUR Higher Purpose?" and turn up the volume! Or read the back page article "Do You Have a Ground Hog Day Job?" and see what Nancy Shields of the Hampton Police Division has to say...



"The customer may not always be right, but you do always have to do right by your customer."

-Valerie Gardner, Libraries



Please Recycle

Are You a Johnny?

There's an interesting video circulating the web about a grocery bagger named Johnny. You can view the video at <http://cityweb.city.hampton.local/cd/> or by simply googling "Johnny the Bagger."

It's a short five-minute video based on a true story that describes what happened at an average grocery store when a single individual – a bagger – decided to make a difference.

Johnny the bagger is a story about someone who decided to take action and do something meaningful for customer service. He came up with a simple idea, started doing it, and the impact on the store was profound and dramatic. At one point in the story we are told that customers would line up at Johnny's register even if the one adjacent had no line at all because they all wanted the special "something" that Johnny had come up with.

And what was that special something? You'll have to watch the video and see for yourself! But what Johnny did was simple, didn't cost hardly anything, and it accomplished one of the things that the customer delight effort in the City aims to do, create customer loyalty.

Customer delight is all about exceeding customer expectations in simple cost effective ways. Ways that create memorable moments, and remind our citizens that we care and will go the extra mile for them, and that their hard-earned taxpayer money is well-spent.

Johnny surprised everyone because he proved that anybody anywhere in an organization is capable of making a difference. He also showed that all it takes is a little creativity and a caring attitude. Johnny also showed how one person can ignite an entire movement, that all it takes is one person to start the momentum, and with a little bit of help, an entire transformation can take place.

Are you a Johnny?

Ask yourself, **"What can you do to make your customer's experience special or memorable?"**



Do You Have a "Groundhog Day" Job?

Have you seen the movie *Groundhog Day*? Bill Murray plays a meteorologist who, having been burned out on his life and job, wakes up day after day reliving Groundhog Day over and over again.

From that movie, the phrase "Groundhog Day" is now commonly used to refer to an unpleasant situation that continually repeats, or seems to until you find a way to rise above!



Do you feel like you get up, go to work, come home, go to bed....get up, go to work, come home, go to bed.... without feeling like what you do matters? If so, then you have a "Groundhog Day" job. How can you wake up to a new day? By connecting to the higher purpose of your job.

The job you do and the way you do it matters. Whatever your job for the City, you have the power to better the lives of others. What's your job's higher purpose? You may clean debris from ditches, but don't you also help keep the city from flooding? Do you enforce codes or do you also protect the safety of others when you explain to a homeowner that his electrical wiring could endanger his family? When we know that we make a difference in some way to another human being – and *really* know it – then "Groundhog Day" will be just a movie, and NOT how we see our jobs. *So what is YOUR Higher Purpose?*

Higher Purpose Spotlight

Nancy Shields

Hampton Police Division



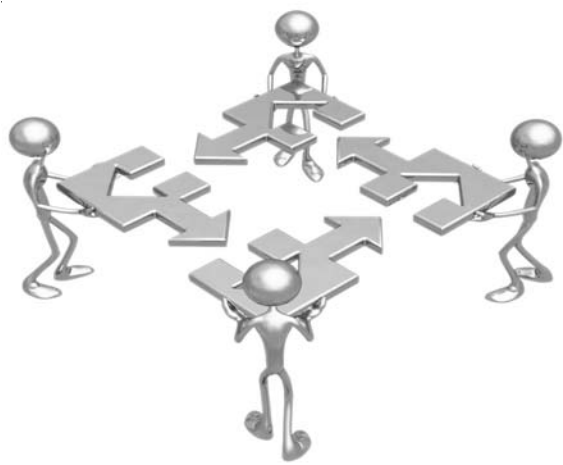
When I first started I thought all I did was direct traffic, but now I realize that I help children get to and from school safely everyday!

Find Your Higher Purpose and Win!

See the front of this newsletter to find out how.

All Aboard for Reengineering!

Reengineering is a way to redesign how things get done in an organization. It focuses on the *process* with which a task is completed. For example, the procurement *process* is the process we use to buy the goods and services that are needed to do our jobs. Payroll clerks go through a set *process* to enter employee time that ultimately results in how employees get



paid. There are literally hundreds of processes across the organization, many of which are interrelated.

Many processes in the City are very old and have been used for years. As such, it is possible such processes could be antiquated, out-of-date, and otherwise ineffective.

Most people never question whether a process is efficient or not because in big organizations they are often only involved in a small slice of the total process – they don't see

the process from start to finish but, only their piece of the puzzle. From their point of view, the process may seem streamlined and efficient, or they may simply think this is always how we have always done it. *affect you?* A process that is ineffective, inefficient, and out-of-date causes a slowdown in the gears that make the organization move. Bad or broken processes cost money, cause delays, and frustrate ourselves and our customers. If a process is broken, it should be repaired or a new process should be created. By definition, reengineering is this kind of effort and the results are often dramatic, increasing productivity by 40 or 100 times or more if the new process is extremely efficient.

Why should you care? Besides the obvious reasons of wanting to make a difference and doing something significant to transform the organization, those who make significant improvements that result in tangible cost savings may be eligible for an achievement award.

What can you do? If you think a process is broken or out-of-date, offer your suggestion by calling 728-2020, e-mailing customerdelight@hampton.gov or through the customer delight web site.

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Published by the Information Technology Department

Customer Delight is published monthly. For more information or topic ideas, call 727-6876 or e-mail rbolte@hampton.gov.



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